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Dated: 3-15-2004 Signature:   
(Christian A. Sorenson) R. Andersen

Docket No.: 03-8018CIP2  
(PATENT)

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Patent Application of:  
Lester Chu et al.

Application No.: Not Yet Assigned

Confirmation No.: Not Yet Assigned

Filed: Concurrently Herewith

Art Unit: N/A

For: INFORMATION DISTRIBUTION SYSTEM  
AND METHOD THAT PROVIDES FOR  
ENHANCED DISPLAY FORMATS

Examiner: Not Yet Assigned

**INFORMATION DISCLOSURE STATEMENT (IDS)**

MS Patent Application  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

Dear Sir:

Pursuant to 37 CFR 1.56, 1.97 and 1.98, the attention of the Patent and Trademark Office is hereby directed to the references listed on the attached PTO/SB/08. It is respectfully requested that the information be expressly considered during the prosecution of this application, and that the references be made of record therein and appear among the "References Cited" on any patent to issue therefrom.

This Information Disclosure Statement accompanies the new patent application submitted herewith.

A copy of each non-U.S. reference on the PTO/SB/08 is attached.

In accordance with 37 CFR 1.97(g), the filing of this Information Disclosure Statement shall not be construed to mean that a search has been made or that no other material information as defined in 37 CFR 1.56(a) exists. In accordance with 37 CFR 1.97(h), the filing of this Information Disclosure statement shall not be construed to be an admission that any

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patent, publication or other information referred to therein is "prior art" for this invention unless specifically designated as such.

It is submitted that the Information Disclosure Statement is in compliance with 37 CFR 1.98 and the Examiner is respectfully requested to consider the listed references.

The Director is hereby authorized to charge any deficiency in the fees filed, asserted to be filed or which should have been filed herewith (or with any paper hereafter filed in this application by this firm) to our Deposit Account No. 07-2347, under Order No. 03-8018CIP2. A duplicate copy of this paper is enclosed.

Dated:

3/15/2004

Respectfully submitted,

By

  
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Attorney for Applicant

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

Substitute for form 1449A/B/PTO  <b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b>  <i>(Use as many sheets as necessary)</i>			<b>Complete if Known</b>		
			Application Number	Not Yet Assigned	
			Filing Date	Concurrently Herewith	
			First Named Inventor	Lester Chu	
			Art Unit	N/A	
			Examiner Name	Not Yet Assigned	
			Attorney Docket Number	03-8018CIP2	
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U.S. PATENT DOCUMENTS					
Examiner Initials*	Cite No. <sup>1</sup>	Document Number Number-Kind Code <sup>2</sup> (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
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			First Named Inventor	Lester Chu	
			Art Unit	N/A	
			Examiner Name	Not Yet Assigned	
Sheet	2	of	3	Attorney Docket Number	03-8018CIP2

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FOREIGN PATENT DOCUMENTS						
Examiner Initials*	Cite No. <sup>1</sup>	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T <sup>6</sup>
		Country Code <sup>3</sup> -Number <sup>4</sup> -Kind Code <sup>5</sup> (if known)				
	BA	-WO 97/17774	05/1997	Seiko Communications Systems, Inc.		
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	BC	-WO 98/34189	08/1998	Flycast Communications Corp.		
	BD	-WO 99/20486	04/1999	K. W. Muth Company, Inc.		
	BE	-WO 99/48028	09/1999	GLOBALBRAIN.NET Inc.		
	BF	-WO 00/41090	01/2000	Maxygen, Inc.		
	BG	-WO 00/16218	03/2000	Searchup, Inc.		

\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. <sup>1</sup> Applicant's unique citation designation number (optional). <sup>2</sup> See Kinds Codes of USPTO Patent Documents at [www.uspto.gov](http://www.uspto.gov) or MPEP 901.04. <sup>3</sup> Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). <sup>4</sup> For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. <sup>5</sup> Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. <sup>6</sup> Applicant is to place a check mark here if English language Translation is attached.

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			Examiner Name	Not Yet Assigned	
			Attorney Docket Number	03-8018CIP2	
Sheet	3	of	3		

NON PATENT LITERATURE DOCUMENTS				
Examiner Initials <sup>1</sup>	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T <sup>2</sup>	
	CA	Pelline, "New search engine goes commercial" from <a href="http://news.cnet.com/news/0,10000,0-1005-200-326672,00.html">http://news.cnet.com/news/0,10000,0-1005-200-326672,00.html</a> , February 18, 1998.		
	CB	Haar, "Service To Let Ad Bids Dictate Search Rankings" from Tech InfoBase, February 23, 1998.		
	CC	McKenna, "New Search Engines GoTo Charges For Hits" from Tech InfoBase, February 23, 1998.		
	CD	Rich, "New Search Engine Allows Sites to Pay Their Way to Top" from <a href="http://www.adweek.com">http://www.adweek.com</a> , February 23, 1998.		
	CE	Mardesh, "Search engine charges hit sites" from San Jose Mercury News, February 21, 1998.		
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	CG	Riedman, "Seach engine startup to auction listings" from Advertising Age, February 23, 1998.		
	CH	"Lycos Adds New Features, Reorganizes Suggested Links" from <a href="http://www.searchenginewatch.com/sereport/98/01-lycos.html">http://www.searchenginewatch.com/sereport/98/01-lycos.html</a> , January 9, 1998.		
	CI	"Lycos Adds Predetermined Listings" from <a href="http://www.searchenginewatch.com/sereport/97/12-lycos.html">http://www.searchenginewatch.com/sereport/97/12-lycos.html</a> , December 4, 1997.		
	CJ	Pontin, "Gross Idea" from <a href="http://www.herring.com/story_redirect.asp?layout=story_generic&amp;doc-id=RH640016664&amp;ch...">http://www.herring.com/story_redirect.asp?layout=story_generic&amp;doc-id=RH640016664&amp;ch...</a> , August 6, 2001.		
	CK	Yahoo.com (as archived on archive.org).		
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	CM	Superpages.com (as archived on archive.org).		
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	CO	Looksmart.com (as archived on archive.org).		
	CP	MSN.com (as archived on archive.org).		
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	CR	WebCrawler.com (as archived on archive.org).		
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	CY	business.com (as archived on archive.org).		
	CZ	Shopping.com (as archived on archive.org).		
	CA1	Citysearch.com (as archived on archive.org).		

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